

## AMENDMENTS TO THE CLAIMS

1 1. (currently amended) A method of personalizing content delivery  
2 to a user, said method comprising the steps of:

3 determining in the moment point of contact constraints of said  
4 user;

5 retrieving a profiled past of said user including purchased data  
6 which is grouped or keyed to presenting a lifestyle or lifestage  
7 view of said user;

8 retrieving current actions; and

9 delivering an opportunity to said user by creating a vision of a  
10 supplier's core competencies based on ~~in response to~~ said  
11 constraints of said point of contact, said profiled past and said  
12 current actions, and developing said opportunity consistent with  
13 said vision by merging together and optimizing said vision with  
14 said supplier's channel awareness.

1 2. (original) The method of claim 1, wherein said step of  
2 determining in the moment point of contact comprises the step of  
3 determining constraints of a current fingertip touchpoint of said  
4 user.

5 3. (original) The method of claim 2, wherein said touchpoint  
6 comprises a cell phone, kiosk, personal digital assistant device,  
7 laptop computer, terminal, or desktop computer.

8 4. (original) The method of claim 1, wherein said point of  
9 contact constraints includes a location indication.

10 5. (original) The method of claim 4, wherein said location  
11 indication includes global positioning system coordinates.

12 6. (original) The method of claim 1, wherein said profiled past  
13 includes a demographic profile.

14 7. (original) The method of claim 6, wherein said demographic  
15 profile is assumed.

16 8. (original) The method of claim 7, wherein said demographic  
17 profile is assumed based on anonymous demographic data supplied  
18 by a third party.

19 9. (original) The method of claim 6, wherein said demographic  
20 profile is layered.

21 10. (cancelled).

22 11. (cancelled).

23 12. (original) The method of claim 11, wherein said baseline  
24 parameter is a block or group.

25 13. (original) The method of claim 1, wherein said profiled past  
26 includes data generated by datamining of navigational and  
27 transactional information, or user submitted data, or purchased  
28 data, or combinations thereof.

29 14. (original) The method of claim 1, wherein said current  
30 actions includes transactions.

31 15. (original) The method of claim 14, wherein said transactions

32 includes listings of purchases or payments or returns.

33 16. (original) The method of claim 1, wherein said current  
34 actions includes clickstream data.

35 17. (original) The method of claim 16, wherein said clickstream  
36 data includes page hits, sequence of hits, duration of page  
37 views, response to advertisements, transactions, or conversion  
38 rates.

39 18. (original) The method of claim 1, wherein the step of said  
40 delivering said content comprises the step of sending a  
41 personalized web page to said user.

42 19. (cancelled)

43 20. (original) The method of claim 1, wherein said content is  
44 delivered by converting said point of contact constraints into a  
45 take action opportunity.

46 21. (currently amended) A system for personalizing content  
47 delivered to a user, comprising:

48 means for determining a point of contact device of said user;

49 means for retrieving a profiled past of said user including  
50 purchased data which is grouped or keyed to presenting a  
51 lifestyle or lifestage view of said user;

52 means for retrieving current actions; and

53 means for delivering an opportunity to said user by creating a

vision of a supplier's core competencies based on in response to  
said point of contact device and said profiled past and said  
current actions, and developing said opportunity consistent with  
said vision by merging together and optimizing said vision with  
said supplier's channel awareness.

22. (currently amended) A server having a web site for providing  
personalized content to a user, comprising:

a computer processor having server software installed for  
processing a web site having content;

means for determining a point of contact device of said user;

means for retrieving a profiled past of said user including  
purchased data which is grouped or keyed to presenting a  
lifestyle or lifestage view of said user;

means for retrieving current actions; and

wherein said server software is adapted for delivering said web  
site content personalized to said user as an opportunity ~~in~~  
~~response to~~ by creating a vision of a supplier's core  
competencies based on said point of contact device and said  
profiled past and said current actions, and developing said  
opportunity consistent with said vision by merging together and  
optimizing said vision with said supplier's channel awareness.

23. (currently amended) A computer program product for  
instructing a processor to provide a web site accessible by a  
user having a point of contact device, said computer program

79 product comprising:

80 means for determining said point of contact device of said user;

81 means for retrieving a profiled past of said user including

82 purchased data which is grouped or keyed to presenting a

83 lifestyle or lifestage view of said user;

84 means for retrieving current actions; and

85 wherein said computer program product is adapted for delivering

86 web site content personalized to said user as an opportunity ~~in~~

87 ~~response to~~ by creating a vision of a supplier's core

88 competencies based on said point of contact device and said

89 profiled past and said current actions, and developing said

90 opportunity consistent with said vision by merging together and

91 optimizing said vision with said supplier's channel awareness.